

South Central Massachusetts Elderbus

Company Overview
May 2016

Company Profile

SCM Elderbus

- Private, non-profit 501 (C) 3 corporation
- Company incorporated in 1974
- Company headquarters: Charlton, MA
- Thirty employees
- Governed by a Board of Directors
 - Each of 21 towns serviced entitled to a Board representative

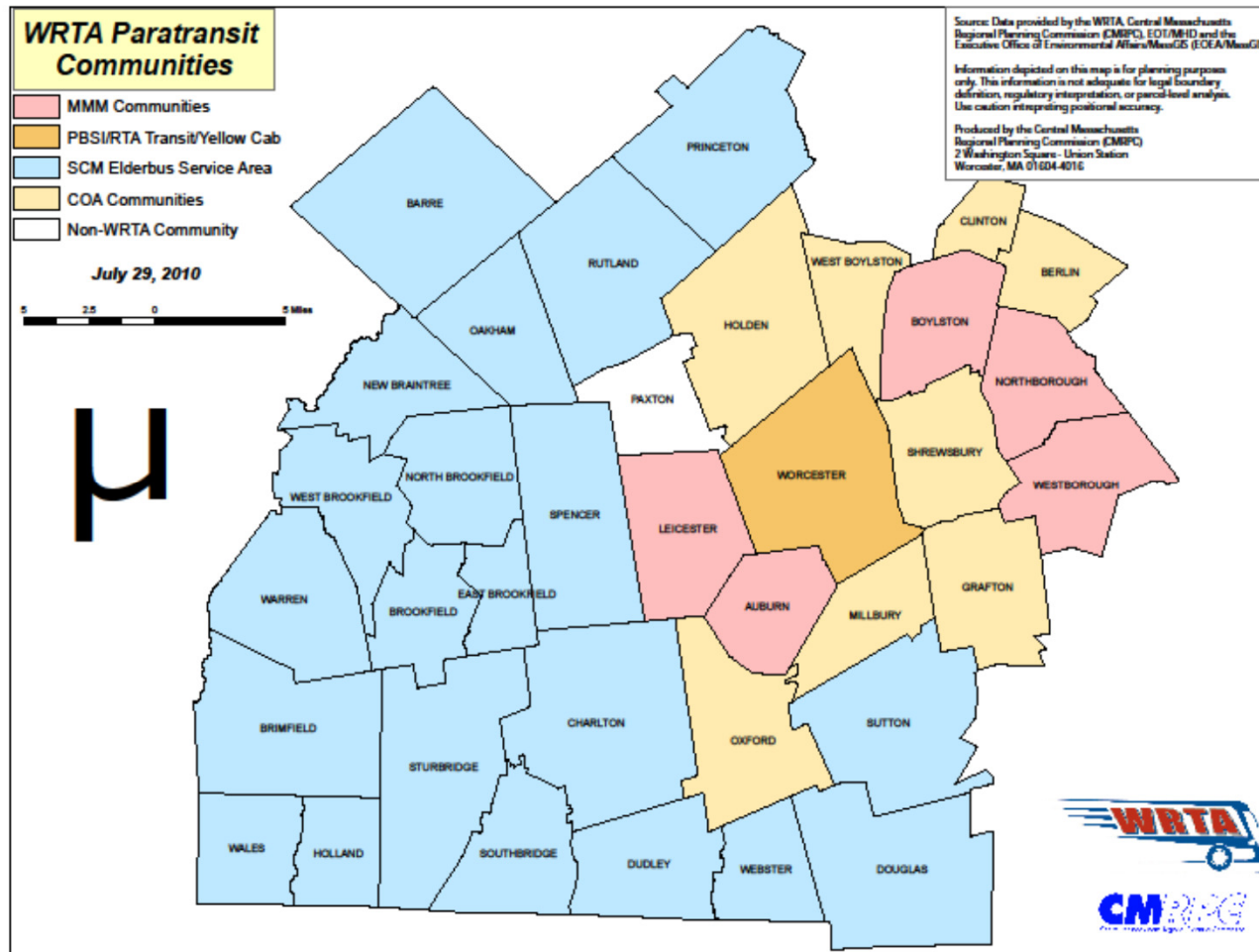
Our Mission

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- Provide transportation services to senior and disabled clients within service area
 - WRTA sub-contractor
- Service area includes 21 communities, covering 550 square miles
- 46,000 trips provided annually
 - 34% of all trips are healthcare related
 - 16% of all trips are work related
 - 14% of all trips for shopping

Service Area

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Issue: Unmet Transit Need

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- Lack of general public transportation in many rural/suburban communities
- Employment opportunities limited due to lack of viable transportation option
- Access to available area job training programs limited by transit options

Potential Opportunity?

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- Organizational infrastructure in place
 - Company operates 21 vans in central Mass area
 - Capacity available on existing van fleet
 - Client reservation/customer service procedures in place
 - Scheduling/dispatching function in place
- Budget impact is always an issue
 - What is the incremental cost of offering any type of new service?

READYBUS Service

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- New service offered in conjunction with core mission
- Provide in-town work related transportation without age/disability restriction
- Targeted communities with established base of retail and commercial operations
 - Restaurants, 'big box' retailers, grocery stores, hospitality establishments

Target Client Base

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- Area residents working in local retail and commercial establishments
- Part-time employees often at the lower end of pay scale
 - Lack of transportation identified as a barrier to employment
- Identified area businesses that often employ large number of part-time employees

Financial Considerations

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- Minimal financial investment
 - Cannot add headcount
 - Cannot increase personnel hours
 - Cannot add to physical infrastructure
- Minimal incremental budget available
 - Additional fuel expense estimate of \$10K for full fiscal year

Readybus Implementation

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- Worked with local social service organization assisting clients with employment opportunities
- Prepared video presentation for airing on local cable access stations
- Distributed marketing materials to local retail and commercial operations

Initial Results

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- Very slow start to program in terms of rides delivered
 - Approximately 10 rides per month delivered during the first two months of operation
- Gradual increase in monthly ridership during pilot program
 - Approximately 850 rides delivered during first nine months of operation

Readybus Current and Future

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- Extremely popular and cost effective
 - Incremental fuel expense of ~\$10K
- Averaging nearly 300 trips per month
- Numerous requests for expansion of hours of service during early AM hours
 - 6:00am start time implemented
 - Earlier start utilized by both Readybus and Elderbus clients

What We Learned

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- Partnering with others to create synergy
 - Local social service entity identified lack of transit option as an employment barrier
- Identify and define specific target market
 - Don't overextend resources
- Core mission must remain intact
 - Senior and disabled clients remain our priority

Additional Information...

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- Inquiries and Reservations
 - 800-321-0243
- SCMELDERBUS.ORG
- READYBUS.ORG